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**TEMPORAL COMPARISON OF TELEVISION
STATIONS AND CABLE PENETRATION
(1975 to 2000)**

| | <u>Television Stations in DMA</u> <u>1975 Data¹</u> | | <u>Television Stations in DMA</u> <u>2000 Data²</u> | | <u>Cable Penetration in DMA</u> <u>1975 Data³ 2000 Data⁴</u> | |
|-------------|---|------------------|---|------------------|--|-----|
| | | | | | | |
| Tampa | 4 commercial | 2 non-commercial | 12 commercial | 2 non-commercial | 13% | 74% |
| Roanoke | 3 commercial | 1 non-commercial | 7 commercial | 1 non-commercial | 12% | 65% |
| Tri-Cities | 3 commercial | 2 non-commercial | 6 commercial | 2 non-commercial | 24% | 73% |
| Florence | 1 commercial | 1 non-commercial | 4 commercial | 2 non-commercial | 24% | 70% |
| Columbus | 3 commercial | 3 non-commercial | 5 commercial | 2 non-commercial | 27% | 74% |
| Panama City | 2 commercial | 0 non-commercial | 5 commercial | 1 non-commercial | 27% | 65% |

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¹ 1976 Broadcasting and Cable Yearbook

² 2001 Broadcasting and Cable Yearbook

³ 1977 TV & Cable Factbook

⁴ 2001 TV & Cable Factbook

Temporal Comparison of Radio Outlet and Format Diversity
1975 to 2000

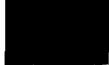
| Metro Market | Operating Stations | | | Owners | | |
|--------------------|--------------------|-------------------|--------|-------------------|-------------------|--------|
| | 1975 ^a | 2000 ^b | Change | 1975 ^a | 2000 ^b | Change |
| Tampa | 35 | 49 | ↑ | 26 | 27 | ↑ |
| Roanoke | 25 | 40 | ↑ | 20 | 22 | ↑ |
| Tri-Cities | 24 | 39 | ↑ | 17 | 23 | ↑ |
| Florence | 9 | 24 | ↑ | 7 | 9 | ↑ |
| Columbus | 10 | 19 | ↑ | 9 | 8 | ↓ |
| Panama City | 8 | 20 | ↑ | 6 | 7 | ↑ |
| | | | | | | |

For 2000, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, as identified in *2001 Broadcasting & Cable Yearbook*, and operating full-power commercial stations receiving ratings in such markets, according to *BIA Investing in Radio Market Report 2001*.

For 1975, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, according to *Broadcasting Yearbook 1976*. (For consistency, the list of counties and jurisdictions identified in the *2001 Broadcasting & Cable Yearbook* as comprising the radio metro markets in 2000 was used to define radio metro markets in extracting information from the *Broadcasting Yearbook 1976*.)

^a *Broadcasting Yearbook 1976*.

^b *2001 Broadcasting & Cable Yearbook; BIA 2001 Radio Market Report*.



Temporal Comparison of Radio Outlet and Format Diversity
1994 to 2000

| Metro Market | Operating Stations | | Owners | | | Formats | | |
|--------------------|--------------------|-------------------|-------------------|-------------------|--------|-------------------|-------------------|--------|
| | 1994 ^a | 2000 ^b | 1994 ^a | 2000 ^b | Change | 1994 ^a | 2000 ^b | Change |
| Tampa | 47 | 49 | 35 | 27 | ↓ | 23 | 23 | ↔ |
| Roanoke | 38 | 40 | 26 | 22 | ↓ | 18 | 19 | ↑ |
| Tri-Cities | 27 | 39 | 26 | 23 | ↓ | 18 | 18 | ↔ |
| Florence | 23 | 24 | 12 | 9 | ↓ | 11 | 14 | ↑ |
| Columbus | 19 | 19 | 14 | 8 | ↓ | 13 | 15 | ↑ |
| Panama City | 18 | 20 | 12 | 7 | ↓ | 14 | 15 | ↑ |
| | | | | | | | | |

For 2000, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, as identified in *2001 Broadcasting & Cable Yearbook*, and operating full-power commercial stations receiving ratings in such markets, according to *BIA Investing in Radio Market Report 2001*.

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Actual number of formats may be slightly higher due to unspecified programming formats for certain stations in source material.

^a 1995 *Broadcasting & Cable Yearbook*; *BIA 1995 Radio Market Report*.

^b 2001 *Broadcasting & Cable Yearbook*; *BIA 2001 Radio Market Report*.

Percent of Households with Computers and Internet Access, by State, 2000¹

| State | Total Households (Number in Thousands) | Percent with Computers | Percent with Internet Access |
|----------------|---|-----------------------------------|---|
| Alabama | 1,742 | 44.2 | 35.5 |
| Florida | 6,235 | 50.1 | 43.2 |
| Georgia | 3,066 | 47.1 | 38.3 |
| Kentucky | 1,614 | 46.2 | 36.6 |
| North Carolina | 3,047 | 45.3 | 35.3 |
| South Carolina | 1,557 | 43.3 | 32.0 |
| Tennessee | 2,220 | 45.7 | 36.3 |
| Virginia | 2,722 | 53.9 | 44.3 |

DCLIB02:1333750-1

¹ U.S. Department of Commerce, Economics and Statistics Administration, National Telecommunications and Information Administration, *Falling Through The Net: Toward Digital Inclusion, A Report on Americans' Access to Technology Tools* (October 2000), available at <http://www.esa.doc.gov>.

TAMPA (DMA 14)

| | | |
|------------|---|-----|
| TELEVISION | Full-Power Commercial Stations | 12 |
| | Full-Power Commercial Station Owners | 12 |
| | Full-Power Non-Commercial Stations | 2 |
| | Full-Power Non-Commercial Station Owners | 2 |
| | Class A Stations | 6 |
| | Class A Station Owners | 6 |
| | Number Rebroadcasting Full Power Stations | 0 |
| | Class A New Station Applicants | 0 |
| | Non-Class A Low Power TV Stations | 12 |
| | Non-Class A Low Power TV Station Owners | 10 |
| | Number Rebroadcasting Full Power TV Stations | 5 |
| | Non-Class A Low Power TV New Station Applicants | 0 |
| | TV Translator Stations | 4 |
| | TV Translator Station Owners | 2 |
| | Number Rebroadcasting Full Power Stations | 4 |
| | TV Translator New Station Applicants | 0 |
| RADIO | Commercial Stations | 43 |
| | Commercial Station Owners | 21 |
| | Non-Commercial Stations | 6 |
| | Non-Commercial Station Owners | 6 |
| | Formats | 23 |
| LPFM | Construction Permits/Permittees | 0 |
| | Applications | 37 |
| | Applicants | 27 |
| CABLE | Systems Per Market | 34 |
| | Systems with local origination/leased access channels | 29 |
| | Systems with at least two local origination /leased access channels | 20 |
| | Video -- Minimum number video channels/networks | 14 |
| | Maximum number video channels/networks | 169 |
| | Audio -- Minimum number audio channels/networks | 0 |
| | Maximum number audio channels/networks | 45 |
| DBS | Dish Network -- various packages offered | |
| | Total Minimum Number of Video Channels Available | 69 |
| | Total Minimum Number of Audio Channels Available | 1 |
| | Total Maximum Number of Video Channels Available | 165 |
| | Total Maximum Number of Audio Channels Available | 48 |
| | Total Number of Local Channels Available | 4 |
| | DirectTV -- various packages offered | |
| | Total Minimum Number of Video Channels Available | 80 |
| | Total Minimum Number of Audio Channels Available | 31 |
| | Total Maximum Number of Video Channels Available | 119 |
| | Total Maximum Number of Audio Channels Available | 31 |
| | Total Number of Local Channels Available | 5 |

| | | |
|-----------------------|---|-----|
| PRINT | General Interest Daily Newspapers (5% Circulation in DMA) | 13 |
| | General Interest Daily Newspaper Owners | 10 |
| | General Interest Newspapers of Varying Frequency Published in DMA | 30 |
| | Specialty Newspapers Published in DMA | 9 |
| | Shopper Publications Published in DMA | 14 |
| | Collegiate Newspapers Published in DMA | 4 |
| | Magazines Published in DMA | 10 |
| WIRELESS CABLE | Number of Providers | 2 |
| | Average Number of Channels | 84 |
| INTERNET ¹ | Total Local Sites Found | 127 |
| | Total Local Sites with News | 29 |

¹ Numbers reported are not exhaustive. Other examples can be found through further researching.